

## **ABSTRACT**

*Listrik Pintar (Smart Electric Service) or Prepaid Electric Service is a product from PT. PLN Persero with the purpose of facilitating the customers in using the electric service and reducing the electric bill. The study analyses the usage of the "sarling" or direct marketing by PT. PLN Persero which was carried out to inform the customers and improve the customer's knowledge about the benefit of Listrik Pintar, in order to make customers change their electric service from post-paid service to pre-paid service. The descriptive method is used for this study. The purpose of the study is to determine the efficiency of direct marketing carried out by PT. PLN. The result of this study shows that there is an increase of Listrik Pintar usage at Cijaura,... as the result of PT. PLN direct marketing.*

**Keywords : smart electric service, direct marketing, efficiency, deskriptif**